FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00073414 **Type of Permit:** STILL **Release Date:** 01/08/2014

Production Company STRONG PRODUCTIONS

Insured Company Name STRONG PRODUCTIONS

Contact Phone No. 1 323-644-1273
Contact Phone No. 2 323-610-1563
Fax 323-375-1510
Address 2238 ECHO PARK AVENUE
LOS ANGELES, California 90026

Production Title SPLEDID

Type of Production Still Photo

Producer Joanna Strong

Director Bonnie Tsang

1st AD Bonnie Tsang

Production Manager Joanna Strong

FilmL.A. Coordinator Hans Groszkruger

Location Manager Joanna Strong
Primary Phone Mobile - 323-627-5617
Secondary Phone Office - 323-664-9516

Location Assistant Joanna Strong
Primary Phone Mobile - 323-627-5617
Secondary Phone

Fees

Notification Charge	$230.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$240.00
FILMLA MONITOR FEES OVERTIME	$180.00
FILMLA MONITOR FEES - DOUBLE TIME	$60.00

Total Permit Fee $1,420.00

Number of Locations 2

NOT A PERMIT

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Summary Information — Location

Location 1 of 2

Permit Number	S00073414	**Location Manager**	Joanna Strong
Production Company	STRONG PRODUCTIONS	Primary Phone	Mobile - 323-627-5617
Insured Company	STRONG PRODUCTIONS	Secondary Phone	Office - 323-664-9516
Production Title	SPLEDID		

Location Address Abbot Kinney Blvd, Westminster Ave - Venice Blvd., Venice, CA, 90291

Location Type Street

Film Dates 1/9/2014 - 1/9/2014 07:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Please see attached documents
Strong 2013 AGENT Letter.pdf
Venice Area January 2010.pdf
Abbot_Kinney_March_26_2013_js.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	12
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	18

Filming Activities Exterior still shots of 1-2 model(s) on sidewalk against scenery; handheld equipment w/tripod; 6-8 crew members on sidewalk only (additional crew at base camp); Cleared w/Tiffany;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H5

Approvals LOS ANGELES POLICE DEPARTMENT — Steve Ji
FILMLA. MONITORS — Michael Lifshey

Coordinator Note 1 FILMLA MONITOR IS REQUIRED

Parking

Base Camp
Location Type : Filming Location
Parking Notes
1515 Abbot Kinney.

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number	S00073414	**Location Manager**	Joanna Strong
Production Company	STRONG PRODUCTIONS	Primary Phone	Mobile - 323-627-5617
Insured Company	STRONG PRODUCTIONS	Secondary Phone	Office - 323-664-9516
Production Title	SPLEDID		

Location Address Venice Blvd., Speedway, Centinela Ave., Dewey St., Washington Blvd. Inclusive, Los Angeles, CA, 90291

Location Type Sidewalk

Film Dates 1/9/2014 - 1/9/2014 07:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No stopping and setting up in residential areas before 7am or after 10pm without prior approval
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	12
Spot Check	1

Filming Activities Exterior establishing beauty still shots of models on city sidewalks against scenery;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Steve Ji

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NO PERMIT

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

SPECIAL FILMING CONDITIONS
ABBOT KINNEY BOULEVARD AREA OF VENICE

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Abbot Kinney Boulevard area is a diverse, mixed-use community which includes Abbot Kinney Boulevard between Venice Boulevard and Main Street, and adjacent streets. The area is comprised of small shops, restaurants, single family homes, apartment buildings and artists lofts. The following conditions have been established to mitigate the concerns of local residents and merchants, and to provide for an equitable use of the area.

- **Affected residents/merchants/businesses within 500 ft. of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation**. *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **Production companies must notify the Abbott Kinney Merchant Committee at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** The current contact for the Abbot Kinney Merchant Committee is Tiffany Peterson (424) 272-7133 filming@abbotkinneyblvd.com

- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.

- **Production equipment parking and the posting of "No Parking" signs should be kept to a minimum** in order to reduce any negative impact to the local merchants. Equipment parking on Abbot Kinney Boulevard will be limited to 150 feet during regular business hours (10:00a.m. to 5:00 p.m.) and may not block access to open shops and businesses. **Equipment may only be parked in front of businesses that indicate their approval using the FilmL.A**. **Filming Survey process**, **or in front of businesses that are clearly vacant or closed during the hours of activity.** Production companies may also request an additional 150 ft of posting on area side streets (excluding Santa Clara Avenue) for a total of 300 ft of posting within the area.

- **Friday, Weekend or holiday filming is generally not permitted** unless a Filming Survey is done of the affected business for the proposed activities on a FilmL.A.-authorized Filming Survey.

- **The use of City lots # 616, #617 and the lot on the corner of Santa Clara and Electric are not permitted.**

- **A FilmL.A. Monitor will be assigned to encourage compliance with the permit and conditions.** The Monitor will generally arrive at the designated location 1 hour prior to the permit start time to note proper arrival time and remain with the production company during all filming-related activities and ensure proper departure time.

- **Any variance to these guidelines must be discussed in detail with FilmL.A. prior to making plans to shoot in this area. FilmL.A. will take variances from these conditions into consideration on a case by case basis.**

FilmL.A. Inc. PERMIT